José Félix Zapata Rivero | Computer Engineer

Phone: (+57) 312 4604369 | Email: felix8517@gmail.com

Arauca, Colombia

LinkedIn: https://www.linkedin.com/in/jose-felix-zapata-rivero/

GitHub: https://github.com/jfelixzr

Professional Summary

Web developer with 6 years of experience specializing in WordPress, extensively using PHP, JavaScript, HTML, and CSS. Expert in creating and customizing websites using tools like Elementor, Bricks, Divi, and Avada, as well as developing custom themes from scratch. Proficient in SEO techniques, optimizing sites to enhance search engine rankings and increase organic traffic. Demonstrated skills in designing appealing user interfaces and implementing effective web solutions that enhance user experience and customer conversion.

Work Experience

Web Programmer | SMDigital
2022 - Present

- Manage and refine over 20 WordPress sites, ensuring optimal functionality and user engagement.

- Recently tasked with the development of two bespoke websites, delivering tailored solutions that cater to specific client needs.

- Innovate through custom plugin development and targeted landing pages to enhance digital marketing efforts and content delivery.

Affiliate Marketing Specialist | Freelance
2019- 2021

- Conducted affiliate sales on Hotmart and Builderall, generating revenue through targeted Facebook and Google Ads campaigns.
- Executed content strategies across Facebook and Instagram, growing followers from 3K to 20K in six months.

- Developed WordPress sites and managed Facebook ad campaigns for clients, enhancing their online presence and conversion rates.

Systems Administrator & Web Developer | Corporiente SAS
2017 - 2019

- Managed and optimized a PHP-based control system, improving system efficiency.
- Conducted content updates and website optimizations, enhancing site performance.
- Created a new website, boosting the company's online service accessibility.

Education and Certifications

Computer Engineer

National Experimental University Romulo Gallegos, Venezuela (2009-2014)

Master in Digital Marketing and Web Analytics

Neetwork Business School (2019-2020)

Front-End Development in ReactJS and Application of Design Thinking Tools

Geek Academy (Septiembre 2021)

Python Programmer Track

DataCamp (Noviembre 2023)

Data Scientist Python Track

DataCamp (Noviembre 2023)

WordPress Development Career

Platzi (Julio 2022)

English B2

Voxy (Noviembre 2022)

Technical Skills

Skills: HTML5, CSS3, JavaScript, AstroJS, ReactJS, Python, PHP, WordPress, MySQL, SEO, Git, data analysis.

Portfolio and Projects

Portfolio: https://felixdev.lat/

GitHub: https://github.com/jfelixzr